**Unpacked Content**

1. Typography – the design of the characters and the way they are presented on the page.
   1. Typefaces, Fonts and Font Families
      1. Typeface – the basic design of a character
      2. Typeface Categories
         1. Serif – the characters have attributes on the tips called serifs
            1. Examples

Bodoni

Century Schoolbook

Courier

Goudy

Times New Roman

* + - * 1. Used for:

Body text in 10-12 point size for printed publications and documents.

Newspapers and newsletters

Books

Business Correspondence

Magazines

* + - 1. Sans Serif – sans is French for without, so the characters do not have attributes (serifs) on the tips
         1. Examples

Arial

Berlin Sans

Gill Sans

Verdana

* + - * 1. Used for:

Webpages

Headlines and headings

On-screen display

Captions

Tables

* + - 1. Decorative/Ornamental
         1. Designed strictly to catch the eye
         2. They should be used sparingly
         3. Examples

Chiller

Webdings

* + - * 1. Used for:

Headlines on flyers and advertisements

Symbols in logos

* + - 1. Script – the characters appear to have been written by hand
         1. They should never be used to key in all caps.
         2. They should be used for formal announcements and invitations.
         3. Examples

Brush Script

French Script

* + - * 1. Used for:

Invitations

Place Cards

Poetry

Announcements

* + 1. Font – a specific size, weight, and style applied to a character (letter, number, symbol)
    2. Font style – the slant and weight of a character, such as bold or italic.
    3. Font Family – a group of similarly formatted typefaces
       1. Arial Font Family
          1. Arial
          2. Arial Black
          3. Arial Narrow
          4. Arial Rounded
       2. Franklin Gothic Font Family
          1. Franklin Gothic Book
          2. Franklin Gothic Demi
          3. Franklin Gothic Heavy
          4. Franklin Gothic Medium

1. Typeface Spacing
   1. Monospaced – all characters receive an equal amount of space regardless of the size of the character.
   2. Proportional – all characters receive a different amount of horizontal space based on the size of the character.
   3. Leading – vertical spacing between of lines of text
   4. Kerning – horizontal spacing between pairs of letters
   5. Tracking – horizontal spacing between all the characters in a large block of text.

Objective 1.02

**Unpacked Content**

* 1. Principles of Design
     1. Alignment – relationship of elements in a pattern or grid.
     2. Balance – determined by how elements are placed on a page.
        1. Symmetrical – elements of the design are centered or evenly divided horizontally and vertically on a page.
        2. Asymmetrical – off-center alignment created with an odd or mismatched number of elements.
        3. Radial – elements radiate or swirl out from a center point.
     3. Contrast – the use of big and small elements, black and white text, squares, and circles.
        1. Adds emphasis to important information
        2. Adds appeal
     4. Proximity/Unity – placing elements near each other to demonstrate their relationship to each other.
     5. Repetition/Consistency – repeating some aspect of the design throughout the entire layout.
        1. Aids navigation
        2. Improves readability
     6. White Space – negative or empty space between text and/or graphics.
        1. Gives a design breathing room.
        2. Smoothes transition between elements.
  2. Rule of Thirds - visually dividing the page into thirds vertically and/or horizontally and placing the most important elements within those thirds
     1. Optical Center - the spot that the eye sees when it first encounters a page. It is slightly above and to the right of the mathematical center of the page.
     2. Z-pattern – the visual path the eye follows when looking at a printed page.
  3. Five Elements of Design
     1. Lines – used to organize information, simulate movement, lead the eyes and enhance a design.
     2. Shapes – used to enhance a publication.
     3. Mass – used to define size, space, and create an impact.
     4. Texture – used to convey a “visual” sense of feel.
     5. Color - can be used to

a. Evoke emotion

i Color themes can be used to set a tone or mood for the publication.

ii Color themes

(a) Calming colors – cool colors (blue, green and violet)

(b) Exciting colors – warm colors (red, orange and yellow)

(c) Neutral colors - beige, ivory, taupe, black, gray, and white

b. Add or detract attention – make design elements more or less noticeable.

c. Create movement – make some colors stand out while others appear to recede.

d. Lead the eye – lead the reader’s eye to certain elements in the design.

* 1. Color Concepts
     1. Color palette – a chart used to choose colors. Can be used to pick colors that will look good together in desktop publishing publications.
     2. Complimentary colors – colors that look good together to create a more visually appealing publication.
     3. Creating Color

a. On Monitors – colors are created by mixing varying degrees of red, green and blue light.

i. Referred to as RGB (red, green, blue)

ii. Expressed as hexadecimals

b. On Printers - in the four-color printing process, color is created by layering cyan, magenta, yellow and black ink.

i. Referred to as CMYK (cyan, magenta, yellow and black)

ii. Expressed as percentages

c. Color Matching – the process of matching the colors produced on the computer screen to the colors that can be printed on paper using ink to ensure the printed publication looks as much like the on-screen publication as possible.

4. Color Terms

a. Hue – a color

b. Tint – a hue plus white

c. Shade – a hue plus black

d. Saturation - the amount of the hue used.

Objective 1.03

**Unpacked Content**

* 1. Layout of a Desktop Publishing Document
     1. Guides (or guidelines) – non-printing lines that appear on a document in desktop publishing software during the design phase to assist the developer in placing objects
        1. Margin guides – lines that indicate the space between the edge of the page and the document contents
        2. Column guides – lines that control the flow of text within columns and keep text out of the gutter (space between columns)
        3. Ruler guides – used to align objects
     2. Grid – desktop publishing tool used to ensure consistent placement of logos, graphics, and other objects throughout multiple documents, such as a print media kit.
     3. Template – A standard pre-formatted layout which may contain a color scheme, font scheme, pictures, and preset margins
     4. Page size – varies according to publication
  2. Document Design
     1. Master page – includes items and formats common to every page; used to maintain layout consistency
     2. Prototype – (also called mockup) an example of how the final document should appear
     3. Format Considerations – selection of one or more document sizes and layouts for a project
  3. Desktop Publishing Design Features
     1. Art – illustrations and photographs used to convey meaning and add appeal
     2. Balloon – circle or bubble enclosing copy in an illustration; often used in cartoons
     3. Bleed – a print effect in which layout, type, or pictures appear to run off the edge of a page
     4. Caption – also called a call-out, label used to identify parts of an illustration; can be in the form of a text box or a balloon
     5. Dropped cap – an enlarged character at the beginning of a paragraph; used to grab the reader’s attention
     6. Running headers/footers – running text at the top and/or bottom of a document
     7. Jumpline – line at the end of a continuing article that tells readers which page to refer to for the rest of the article
     8. Pull-quote – a small section of text “pulled out and quoted” in a larger font size; used to draw attention
     9. Rules – lines around articles or graphics used to direct the flow of a publication and organize its content
     10. Sidebar – A smaller self-contained story inside a larger one which may or may not be related, usually boxed with its own headline and set off from the main text
     11. Text box – Container for text that can be placed and formatted randomly
     12. Watermark – A semitransparent image in the background of printed material; may be text or object
     13. End sign – a symbol, such as a wingding, that indicates the end of an article
     14. Reverse text – dark background and light text; used for emphasis
     15. Title and Heading Information
         1. Nameplate – banner on the front of a document that identifies the publication and usually includes the name of the publication, a logo, and a motto
         2. Masthead – contains the name of the publisher and may include staff names and other related information; usually appears on page 2 of the document
     16. Headings and Subheadings – use font sizes and styles to differentiate between main and subheadings; use a consistent set for each
         1. Kicker – words positioned above a headline, usually as a lead-in or teaser
         2. Byline – name of author or contributor of photo or article, usually placed just below the headline or photo or at the end of the article
         3. Deck – placed between a headline and an article to provide a segue between the headline and the body of the article
         4. Running headlines and footers – headers and footers used to indicate dates, page numbers, running titles
     17. Body – the bulk of the publication; articles and news items
         1. Paragraphs – use paragraph settings to adjust and control the space between paragraphs
         2. Characters – use fonts, styles, leading, kerning, and tracking to adjust spacing and develop the document’s personality
         3. Rules (lines) – used in varying weights and styles to add definition and organize the elements of a publication
     18. Table of Contents – List of contents of a publication